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ABSTRACT

A study investigated audience motives for movie attendance. Subjects were 493 college students, who indicated on an eight-point scale the extent to which a series of 70 reasons for movie going matched their own reasons for movie attendance. Three frequency of attendance groups were identified: infrequent--once in two to six months; occasional--once or twice a month; and frequent--three times a month or more. Twelve motives for movie going were identified; the three frequency of movie attendance groups differed on nine of these. Most prominent among the nine reasons were for (1) an enjoyable and pleasant activity, (2) relaxation, (3) arousal/excitement, (4) a social activity, and (5) communication resources. The three movie motives that were not found to correlate significantly with frequency of movie-going were to relieve loneliness, to pass time, and for behavioral resources. Age was negatively correlated with movie attendance for positive mood enhancement to pass time, and as a social activity. Gender did not appear to affect attendance for any of the three attendance groups. Frequent movie-goers reported greater identification with the motives on the instrument than did occasional or infrequent movie-goers. The findings offer a sense of the multidimensional nature of the motivations for movie attendance. (HTH)

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MOTIVATIONS FOR MOVIE ATTENDANCE

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MOTIVATIONS FOR MOVIE ATTENDANCE

The uses and gratifications perspective of mass communications assumes an active audience that consumes mass media for goal directed purposes (Katz, Blumler and Gurevitch, 1974, p. 21). That is, mass media consumption is largely a purposeful -- as opposed to casual or unintentional -- activity motivated by various audience needs or desires. This theoretical posture suggests that various audience needs may result in motivation to consume mass media as one means to satisfy these needs (media consumption may not be the only way to gratify needs).

The study reported here investigates motives for attendance at theatrically exhibited motion pictures. In this sense, this study focuses on the "uses" and "gratifications sought" aspects of the uses and gratifications approach by articulating motivations for movie consumption. Thus, the present study might be characterized as a "front-end" inquiry contributing to a better understanding of movie consumption. Such an approach is especially appropriate given the limited information available on people's reasons for movie-going. Indeed, this approach should make possible more refined and theoretically complex subsequent inquiries.

Research on people's motives for movie-going is sparse. Consequently, while we know that people go to the movies, we have relatively little empirical data on why they go. Even less is known about differences in motivation among various demographic strata of the movie audience or among individuals with differential patterns of movie-going behavior. Moreover, most of the studies which have examined motives for movie attendance suffer from limitations regarding sample size, thereby restricting the kinds of analyses performed on the data. The present study investigates not only motivations for attendance at theatrically exhibited motion pictures in a descriptive sense, but also some correlates of these motives. Thus, this report offers insight to the reasons for movie attendance and attempts to identify differences and similarities among these reasons for individuals possessing various attributes. Although identification of the motives for movie attendance has significance insofar as the relative paucity of audience data on this medium, this, by itself, is a rather generalized rationale. Of greater theoretical significance is the examination of key audience variables as they are related to these movie motives. Four such audience variables are investigated in the present report.

Selection of the audience variables investigated in the present study followed the rationale presented by Lichtenstein and Rosenfeld (1983) who suggested that frequent consumers of a medium have different motives for consumption than less frequent consumers. Thus, variation in frequency of motion picture attendance was expected to be related to variation in motivations for movie-going; that is, individuals who attend movies more often should perceive movie attendance motives differently than individuals who attend less often. That differential attendance should be related to differential weighting of motives is premised on the assumption that consumption is based upon audience "needs," and that consumption and needs are "associated with perceptions concerning gratifications provided by that medium" (Lichtenstein and Rosenfeld, 1983, p. 101).

Four variables were employed in the present study's examination of differential consumption of movies (i.e., frequency of attendance) and motives for movie-going. An individual's self-reported frequency of movie attendance was one variable. The remaining three variables were selected based upon previous research which has shown that these variables are related to frequency of movie-going. The individual's pattern of exposure to movies -- on a regular basis or in streaks (e.g., summer and holiday season attendance) -- has been shown to be associated with frequency of attendance (Los Angeles Times, 1972, p. 36);

that is, movie attendance on a regular basis was related to more frequent movie-going. The Opinion Research Corporation has repeatedly reported that age and gender are also related to frequency of movie-going: males attend somewhat more often than females and age is inversely related to frequency of attendance (see Gertner, 1981, p. 32A). (Other demographic variables such as education also have been shown to be positively associated with frequency of attendance. The homogeneous nature of the present study's sample precluded inclusion of such items although clearly these are points for future research.)

PREVIOUS RESEARCH

Within the uses and gratifications approach perhaps the most frequently examined medium has been television (see, e.g., Bantz, 1982; Greenberg, 1974; Rubin, 1979, 1981, 1983). Regardless of the research strategy taken, the motion picture medium has infrequently been the focus of empirical audience research. Reasons for the neglect shown by social scientists -- and the industry itself -- toward the movie audience have been reported and discussed by Austin (1983, pp. xvii-xlii). Much of what little we know about why the public consumes movies comes to us by way of comparison with other media (see, e.g., Katz et al., 1973; Elliott and Quattlebaum, 1979; Lichtenstein and Rosenfeld, 1983; Kippax and Murray, 1980). These comparative studies suggest that, ambiguous as the terms might be, film is a

superior medium for serving the need to escape (see Katz and Foulkes, 1962) and to entertain (see Mendelsohn, 1966); movies are less successful -- or at least less often turned to in gratifying what some might call more substantive, meaningful, or important needs. The comparative lack of utility for such audience needs may, however, be a function of the amount of time audiences spend with motion pictures (as compared to, e.g., television, radio, and newspapers) and the ease of accessibility of the medium (i.e., one goes <u>out</u> to see a movie; TV, radio, and newspaper use do not typically necessitate leaving the home). Yet even when the comparative approach is taken, some studies ignore motion pictures altogether (see, e.g., Houghton-Larsen, 1982; McLeod et al., 1965-1966; Swank, 1979; Weaver et al., 1980). Moreover, while studies which compared motives for consuming various media offer useful information, they do not provide us with a sense of the multidimensional nature of the motives for consuming one medium, such as movies. Nor do such studies indicate differential weighting of various motives among audience members for one medium. While few studies have focused soley on the film medium, their results suggest not only the mutliple motives individuals have for movie attendance, but also variation in the relative weighting of these motives among the film audience. Research on the public's motives for movie-going is summarized below.

Using no more than armchair observation, in 1952 Haley asserted that escape was the primary motive for movie attendance. Movies, he wrote, appealed to audiences "not because they take them [the audience] into some other world, but because they make their own world more bearable" (p. 374). Deshaies' (1951) early review of the literature reported several psychological functions served by the cinema: intellectual, aesthetic, and religious. Wozniacki (1977) reported that among his small sample, motives for movie and theater attendance included entertainment and relaxation, learning and gaining new experiences, the expectations of family and friends, and the wish to admire art. O'Brien's (1977) findings indicated that movie-going served creative and self-fulfilling needs and met social and entertainment goals. Winick (1970) reported the results of interviews with 100 male patrons of heterosexual adult films. Among this sample, sexually explicit movies served several functions: acquisition of information and education on sexual matters, as a stimulus for sexual behavior, and as a source for fantasy.

Based on the rationale presented earlier, four research questions were investigated by the present study: (1) what differences in motivation for attendance are there between infrequent, occasional, and frequent movie-goers; (2) to what extent are the movie motives, pattern of movie-going, and demographic variables useful in classifying

membership in frequency of attendance groups; (3) to what extent are these variables predictive of frequency of movie-going; (4) what is the relationship among gender, age, frequency of movie-going, pattern of movie-going, and the movie motives?

METHOD

Subjects

A total of 493 students enrolled at a northeastern college voluntarily completed a survey instrument. No material incentives or rewards were offered to the students for their participation in the study. The sample was drawn by systematic sampling of all classes offered by the school's College of Liberal Arts in the Fall, 1982 quarter. From the 178 classes offered, surveys were distributed in 20. The sample ranged in age from 16 to 36 years ($\bar{X}$ = 20.17, Md = 19.93), 42.2 percent were female (coded as 1) and 95.4 percent were Caucasian. Their academic class status was as follows: 22.2 percent were freshmen, 17.4 percent sophomores, 30.7 percent juniors, 28.4 percent seniors, and 1.2 percent graduate or nonmatriculated.

The use of college students as respondents necessarily limits the population validity, or external representativeness, of the present study's results. While

clearly recognizing this "compromise with randomness" (Simon, 1978, p. 315), a note on the demographic make-up of contemporary movie audiences deserves mention. The largest and most frequent movie-going aggregate is 18 to 24 year olds with a college education ("Gallup looks at the movies," 1981, p. 6). Thus, as Elliott and Schenck-Hamlin (1979, p. 553) state, "for film research, the college student may be more representative than student samples used in other research." This, of course, does not resolve the population validity issue; it does suggest at least a partial qualification in this instance.

Instrument

To determine movie-going motivations, the respondents were asked to indicate the extent to which a series of reasons for movie-going matched their own reasons for movie-going. The survey's instructions clearly and repeatedly emphasized that theatrical motion pictures was the topic of inquiry (as opposed to movies on television or other nontheatrical situations). Since so little previous research exists on the motivations for movie-going, a list of 70 items was constructed to form the motivation index. Although fewer statements might be preferable given the concern for respondent fatigue, the paucity of previous research necessitated development of this lengthier form. In this sense, then, the present study might be

characterized as exploratory insofar as it seeks to identify key motivational statements for future research.

The motivation items were culled from the research of Frank and Greenberg (1980), Greenberg (1974), Katz et al. (1973), Rubin (1979, 1981), and Swank (1979). Respondents were asked to indicate their congruence with each of the statements by marking one of five response options: "not at all" (coded as 1), "not much," "somewhat," "a lot" and "exactly like my reason" (coded as 5) for going to the movies.

The respondents' frequency of movie-going was measured by an eight-point scale ranging from "never or almost never" to "more than four times a month." The respondents' pattern of movie-going was measured by their answer to the following: "Would you say that, on the average, you attend movies on a fairly regular basis [coded as 1] or in streaks? [coded as 2]" The instrument also included demographic items and other items unrelated to the present report.

Procedures

Data analysis was performed using SPSS (Nie et al., 1975). The movie motivation statements were factor analyzed with principal factors using R^2 communality estimates with iterations and with an orthogonal (varimax) rotation. The following criteria were applied for the selection of factors: a minimum eigenvalue loading of 1.0 or greater, followed by a two-items-on-a-factor test utilizing a minimum loading criterion of .35. This procedure resulted in a 12-factor solution accounting for 62.6 percent of the total variance. Following factor analysis, weighted scale scores for each motivation factor were computed using the factor loadings for each variable in each factor.

Three frequency of movie-going groups were constructed from the responses to this item. Infrequent movie-goers were defined as those respondents reporting attendance of once in two to six months or less (n = 169); occasional movie-goers were respondents reporting attendance of once a month or twice a month (n = 249); frequent movie-goers were respondents reporting attendance of three times a month or greater (n = 72).

To answer the first research question (differences in motives by attendance group) a multivariate analysis of variance test was performed with the 12 movie motives as dependent variables. Overall multivariate effects were assessed by the Hotelling F-ratio. Following the MANOVA,

one-way analysis of variance tests were performed on each of the movie motives and, when the F-ratio was significant, a least-significant difference test (alpha = .05) was performed.

Discriminant analysis was used to determine the utility of the variables considered by the present study in classifying membership in frequency of attendance groups (the second research question). Developed by Sir Ronald Fisher, discriminant analysis is a technique for classifying individuals or objects into two or more groups based on their responses to a number of variables (see Massy, 1969; Morrison, 1974; and Tucker, 1978). The discriminant analysis was performed using the stepwise procedure with a varimax rotation of the discriminant functions. The stepwise selection method selects independent variables for inclusion in the analysis on the basis of their discriminating power, resulting in an optimal set of variables being selected. The criterion for selection of variables employed here was Rao's V by which "the variable selected is the one which contributes the largest increase in V when added to the previous variables" (Nie et al., 1975, pp. 447-448).

Multiple linear regression was used to determine the extent to which the variables considered here were predictive of frequency of movie-going (the third research question). The SPSS stepwise procedure was used as the method for data entry (see also Jennrich, 1977). Correlation analysis was used to address the fourth research question: relationships between the movie motives and gender, age, frequency of movie-going, and pattern of movie-going. Partial correlations were computed between each movie motive and frequency of attendance while controlling for the three other variables individually and in all combinations. Listwise deletion of missing data was used for all statistical routines.

RESULTS

No significant difference among the three attendance groups by gender was found (X^2 = 3.73, df = 2, p =.15). Nor was there a significant difference between movie-going pattern by gender (X^2 = 1.72, df = 1, p = .19) As would be expected, frequent movie-goers were significantly more likely than infrequent or occasional movie-goers to report movie attendance "on a fairly regular basis" (X^2 = 61.46, df = 2, p < .0001). A one-way analysis of variance test comparing the respondents' age by movie attendance group was significant (F = 5.716, p = .0035); frequent movie-goers were significantly younger than both occasional and infrequent movie-goers. No significant difference between

respondents reporting movie attendance "in streaks" or "on a fairly regular basis" by age was found ($t = .60$, $df = 472$, $p = .55$). Product-moment correlations found that, as expected, frequency of movie-going was inversely related to age ($r = -.14$, $p = .002$) and positively associated with pattern of movie-going ($r = .38$, $p < .001$).

Space considerations prohibit presentation of the full array of factor analysis results. Instead a summary of these results is presented here (these data are available from the author). The first factor, named Learning and Information, accounted for 24 percent of the variance, and was comprised of 27 items. The items loading on this factor point to the educational value of movies. The second factor accounted for 10.6 percent of the variance, contained 14 items and was named Forget and Get Away/Escape. Factor three, Enjoyable and Pleasant Activity, accounted for 5.8 percent of the variance and was comprised of 15 items. The fourth factor, Pass Time, accounted for 4.8 percent of the variance and had six items, all of which loaded solely on this factor. Relieve Loneliness was the fifth factor, contained four items, and accounted for 3.1 percent of the variance. The sixth factor, Behavioral Resources, accounted for 2.7 percent of the variance and contained three items. Arousal/Excitement, comprised of five items and accounting for 2.4 percent of the variance was the seventh factor. Factor eight, Learning About Self, was comprised of four

items and accounted for 2.1 percent of the variance. The ninth and tenth factors, Social Activity (three items) and Communication Resources (four items), accounted for 1.8 and 1.7 percent of the variance respectively. Factors eleven and twelve, Positive Mood Enhancement and Relaxation, were each comprised of two items and accounted for 1.6 percent of the variance each.

Factor one and eight, Learning and Information and Learning About Self, offer two distinct dimensions of the educational motives for movie-going. The items contained in Learning About Self suggest that movies provide introspective information as opposed to the items comprising Learning and Information, which suggest an external orientation (e.g., learning about other ideas, how things work, new things to do, new places to see). Factors two (Forget and Get Away/Escape) and four (Pass Time) also offer an interesting contrast. Items loading on factor two suggest escape from "mentalistic" issues (e.g., pressures, responsibilities, problems) while those loading on factor four indicate a "physical" motive (e.g., movies kill time, pass time, give one something to do, and offer an activity when there is nothing else to do). In short the latter suggests filling a void while the former suggests getting away from what one has.

Factors six, nine, and ten (Behavioral Resources, Social Activity, and Communication Resources) all point to different yet overlapping social dimensions of movie-going. In a sense, these motives suggest that seeing a movie is almost incidental to the social stimulus provided. Behavioral Resources can be compared to Communication Resources: the first includes items such as "to impress people," and "because movies show me how I'm supposed to act"; the second includes items all referring to talking-with-others. Factor nine, Social Activity, identifies sociability, meeting new people, and spending time with friends as the motivational impetus.

Factor three (Enjoyable and Pleasant Activity) describes the fun, entertainment, and pleasant way to pass time provided by the movies. Positive Mood Enhancement (factor eleven) refers to attendance in order to feel good about life and when the respondent is happy. The two items in factor twelve (Relaxation) point to the tension release and relaxation provided by movies. The items in factor seven (Arousal/Excitement) assert that movie-going is thrilling and that movies provide a feeling of adventure and excitement. Factor five (Relieve Loneliness) may be compared with factor nine (Social Activity). Items included in the former all point to attendance as a means to overcome loneliness, when there is no one to talk with, and a diversion from the feeling of loneliness. The latter

suggests just the opposite, as discussed above.

The MANOVA which tested differences among mean scores for the 12 movie motives as compared with the three attendance groups was significant ($p < .001$). Mean scores for each of the three attendance groups on each of the 12 movie motives, along with the significance levels resulting from the one-way ANOVA tests, are displayed in Table 1.

Table 1 About Here

Significant differences among attendance groups were found for nine of the 12 motives. The overall pattern emerging from the data presented in Table 1 was that the mean scores increased in a linear fashion from the infrequent to the frequent group. This suggests that the movie motives were more similar to those movie-goers who attend frequently than less frequent movie-goers.

Results of the discriminant analysis are presented in Table 2. Two significant discriminant functions emerged

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Table 2 About Here

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which together accounted for 35 percent of the variance (see Nie et al., 1975, p. 442). The first function is quite clearly the more powerful of the two derived from the

routine; it explains 86 percent of the intergroup variance with the second function explaining the remainder. Variables which were the strongest in terms of their contribution to Function 1 were movie-going pattern and age; gender, Enjoyable and Pleasant Activity, and Relieve Loneliness were the variables which contributed most strongly to Function 2.

The attendance group centroids indicate the relationship between the variables of the discriminant functions and the three frequency of movie attendance groups. Function 1, dominated by movie-going pattern and age, discriminated best between frequent and infrequent movie-goers. Frequency of attendance was inversely related to age and, as would be expected, associated with regular (as opposed to "in streaks") attendance. Function 2, dominated by two movie motives (Enjoyable and Pleasant Activity and Relieve Loneliness) and gender, discriminated best between infrequent and occasional movie-goers. A positive relationship exists between the occasional group and attendance due to the enjoyable nature of the movie-going experience; relief from loneliness was negatively related to this group. Males moreso than females composed the occasional group.

Summary data from the confusion matrix and results of pairwise F tests are reported in Table 3. The confusion

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Table 3 About Here

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matrix indicates the ability to predict attendance membership based on the demographic, behavioral, and motives data. Overall the percentage of correct classifications (categorizing movie-goers into correct attendance groups by examination of their movie motives, demographic, and behavioral patterns) was 50.21 percent. Two-thirds (67 percent) of the frequent, 63 percent of the infrequent, and 37 percent of the occasional movie-goers were correctly classified. Pairwise comparison of the overall discriminant functions resulted in highly significant differences among all three frequency of attendance groups.

In short, the discriminant analysis revealed that knowledge of such variables as age, gender, pattern of movie-going, and movie motives such as Enjoyable and Pleasant Activity and Relieve Loneliness were effective discriminating items for frequency of movie attendance. Prediction was best among those individuals who attend movies frequently and infrequently. A cautionary note concerning the age variable is necessary given this sample of college students. Age differences may simply reflect differences between, e.g., traditional and nontraditional

students given the range, mean, and median values for age among this sample.

Results of the regression analysis are reported in Table 4. Four of the 15 variables entered met the criteria

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Table 4 About Here

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for inclusion in the stepwise routine. In all, the regression analysis resulted in predicting 21.8 percent of the variance (the adjusted R^2 was 21.1 percent). Two movie motives, Communication Resources and Enjoyable and Pleasant Activity, were found to positively predict frequency of attendance. As was reported for the results of the discriminant analysis, age was negatively related to frequency of attendance and movie-going in streaks was associated with less frequent movie-going.

Table 5 displays the results of the zero-order corre-

Table 5 About Here

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lation analysis. Results of the partial correlations between frequency of movie-going and the 12 movie motives (controlling for age, attendance pattern, and gender) are not displayed since differences between the partial and zero-order correlations were marginal. In 52 of 84 partials

there was either no change (30 instances) or a change of only ±.01 (22 instances) in the r; the remaining changes in r did not exceed -.05 (two instances) while there were two cases of a -.04 change in r and 11 cases of a ±.03 change.

As is shown in Table 5, frequency of movie-going was positively associated with nine of the 12 movie motives at $p < .001$. Most prominent among the nine motives was Enjoyable and Pleasant Activity, followed by Relaxation, Arousal/Excitement, Social Activity, and Communication Resources. The three movie motives which were not found to significantly correlate with frequency of movie-going were Relieve Loneliness, Behavioral Resources, and Pass Time. Age was negatively related to movie attendance for Positive Mood Enhancement, to Pass Time, and as a Social Activity.

DISCUSSION

This study examined the relationships among age, gender, frequency of movie-going, and movie motives. Twelve motives for movie-going were identified on which the three frequency of movie attendance groups differed on nine. It was expected that persons who attend movies more often would perceive the motives differently than those attending less often. This expectation was supported: frequent movie-goers reported greater identification with the movie motives than occasional or infrequent movie-goers. Results of the discriminant analysis indicated that the variables

considered here were especially useful in classifying membership in the light and heavy attendance groups. However, results of the regression analysis showed that these variables were less successful as predictors of frequency of movie attendance; somewhat less than one-quarter of the variance was explained. Nine variables were included in the discriminant analysis and four in the regression analysis. The differential success of these two routines can be accounted for by noting that the dependent variable in the discriminant analysis was categorical (attendance group membership) while the dependent variable in the regression analysis was continuous (frequency of movie attendance); thus the discriminant analysis had fewer categories to place respondents and more variables than the regression analysis. Finally, correlational analysis indicated significant positive associations between frequency of attendance and nine of the 12 movie motives. No marked differences in the r value were found when the effects of age, gender, and attendance pattern were controlled.

The population validity of the present study is limited by its sample. Nonetheless, this report identifies 12 motivations for motion picture attendance which offer heuristic value for future research. The present findings offer a sense of the multidimensional nature of the motivations for movie attendance. The approach taken by the

study reported here might be termed as "broad-stroke" insofar as it did not attempt to distinguish between gratifications sought and obtained, or between gratifications sought from motion pictures as opposed to those sought from the content of movies, or between gratifications obtained which were intentionally sought and gratifications obtained which were not intentionally sought. Clearly, these are important theoretical concerns for both the uses and gratifications perspective generally and motion pictures specifically. The results reported here offer researchers the means by which such concerns may be addressed in future research.

Future research may, first, find the motives identified here as valuable within the gratifications sought-gratifications obtained framework. The movie motives might be employed in research which examines various contexts of movie attendance (see Austin, 1983). Intuitively, we might expect that patrons for cult, art, and drive-in movies -- to name just three such contexts -- would differ in their motives for attendance. The movie motivations identified here may be useful in explaining people's attitude toward the medium, especially if such research was conducted longitudinally (see Austin, 1982, 1983). Fourthly, the relationship between preferences for various types (i.e., genres) of films and motion picture motivations might be examined. As can be seen, research on

movie motivations might adopt some of the strategies used by those who investigate television viewing motivations (e.g., Bantz, 1982; Rubin, 1979, 1981, 1983). Finally, the necessity for film audience research becomes all the more pressing given the need to establish base line data at a time of rapidly devloping new communication technologies. The "communications revolution" predicted by some (Williams, 1982) demands that we gain a sense of what <u>is</u> concerning an established mass medium such as motion pictures and its patrons before attempting to determine shifts, changes, and effects of the "explosion in communications technologies" (Williams, 1982, p. 11). Along these lines, comparative analyses of the motivations for theatrical movies and televised movies (advertiser sponsored, pay cable services such as HBO, pay-per-view, etc.) offers an important avenue for future research. Here, again, the context issue -- at home versus at the theater -- is of importance. Differences in motives by context might, for example, suggest optimism concerning the future of motion pictures vis-a-vis the new technologies; similarities, on the other hand, might indicate a more pessimistic outlook by suggesting that TV movies may function as substitutes for theatrical films.

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Table 1

Mean Scores for Movie Motivations Among Three Movie-Going Groups

Variables	Infrequent	Occasional	Frequent	Significance of F
Enjoyable & Pleasant Activity	1.56[ab]	1.77[a]	1.85[b]	< .0001
Pass Time	1.57	1.72	1.66	ns
Social Activity	1.43[ab]	1.63[a]	1.71[b]	< .0001
Escape/To Forget & Get Away	1.31[ab]	1.48[a]	1.56[b]	.0002
Arousal/Excitement	1.21[ab]	1.39[a]	1.45[b]	< .0001
Learning & Information	1.12[a]	1.20[a]	1.35[a]	.0001
Positive Mood Enhancement	1.03[ab]	1.08[a]	1.25[b]	.0002
Communication Resources	.93[ab]	1.06[a]	1.14[b]	< .0001
Learning About Self	.97[a]	1.01[b]	1.19[ab]	.0011
Relieve Loneliness	.99	1.00	1.06	ns
Relaxation	.88[a]	.99[a]	1.11[a]	< .0001
Behavioral Resources	.78	.80	.83	ns

means with the same superscript differ at $p < .05$ by least-significant difference test

Table 2

Rotated Standardized Discriminant Function Coefficients

Variables	Function 1	Function 2
Movie-Going Pattern	.75	.01
Age	.36	.18
Learning About Self	-.31	-.23
Enjoyable & Pleasant Activity	-.15	.83
Gender	.15	.45
Relieve Loneliness	.06	-.39
Pass Time	.08	.33
Relaxation	-.24	-.32
Communication Resources	-.11	.32
eigenvalue	.30	.05
canonical correlation	.48	.22
X^2	143.76	22.38
df	18	8
probability less than	.0000	.0043
Wilks' Lambda	.73	.95
group centroids		
Infrequent	.53	-.37
Occasional	-.02	.23
Frequent	-1.10	.03

Table 3

Accuracy of the Discriminant Function in Classifying Movie-Goers

Types of Movie-Goers	Percent Correctly Classified	F - Matrix of the Discriminations (df = 9,461)	
		Infrequent	Occasional
Infrequent	62.8%		
Occasional	37.4%	6.90*	
Frequent	67.1%	14.89*	7.16*
Total	50.21%		

*$p < .0001$

Table 4

Multiple Regression Analysis of Movie Motivations, Demographics, and Movie-Going Patterns as Predictors of Frequency of Movie Attendance

Variables	b	F
Movie-Going Pattern	-.48	58.59*
Enjoyable & Pleasant Activity	.44	56.22*
Age	-.03	40.85*
Communication Resources	.19	32.45*
Constant	2.40	
F = 32.45		
df = 4/467		
p < .0001		
R = 46.6		
R^2 = 21.8		

* p < .0001

Table 5

Pearson Correlations Between Movie Motivations and Gender, Age, Attendance Pattern and Frequency of Movie-Going

	Learning & Information	Escape/ To Forget	Enjoyable Activity	Pass Time	Relieve Loneliness	Behav-ioral Resources	Arousal/ Excitement	Learning About Self	Social Activity	Communi-cation Resources	Positive Mood Enhancement	Relaxation
Gender	.02	-.05	-.12[b]	-.12[a]	.08	.15[c]	.09[a]	.03	-.12[b]	.03	-.14[b]	-.06
Age	.01	.05	-.07	-.14[b]	.04	-.02	-.07	-.01	-.25[c]	-.02	-.10[a]	.00
Attendance Pattern	-.08	-.04	-.14[b]	.07	.02	.00	-.05	-.04	-.10[a]	-.07	-.09[a]	-.11[a]
Frequency of Movie-Going	.19[c]	.18[c]	.32[c]	.07	.04	.05	.22[c]	.14[c]	.22[c]	.20[c]	.18[c]	.24[c]

[a] $p < .05$

[b] $p < .01$

[c] $p < .001$